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# News Letter

American Management Association

20 Vesey Street, New York, N. Y. Return Postage Guaranteed

No. 94

June 28, 1932

## John G. Goetz Managing Director

Mr. JOHN G. GOETZ, for twelve years Assistant to the President of the National Industrial Conference Board, has been appointed Managing Director of the American Management Association to succeed Mr. W. J. DONALD. Release of Mr. GOETZ from his duties with the National Industrial Conference Board followed conferences between officers of the two organizations.

The new Managing Director of the American Management Association before joining the Conference Board was for several years with the General Electric Company, first in the factory department, then as office assistant and field representative in the offices of OWEN D. YOUNG. He has also had executive acquaintance with the steel industry.

Mr. DONALD, who has been for more than ten years Managing Director, and who is also an elective Vice President of the Association, resigned recently to become a Partner of James O. McKinsey and Company of New York and Chicago, Management Engineers and Accountants. Mr. DONALD will continue his active interest in the work of the American Management Association as its Vice President in Charge of Conferences and Programs, and also as

Vice Chairman of a newly formed Packaging Exposition Council of the Association.

During Mr. DONALD's Managing Directorship, six other associations have been merged with the American Management Association and the Association's income and membership have increased about ten-fold. The scope of the activity of the Association has grown from that of a society devoted entirely to personnel administration to an association with divisions, each headed by a vice president, concerned respectively with general management, financial management, insurance, industrial marketing, consumer marketing, personnel administration, office management, mass production, job order production and public relations. In addition, a Comptrollers' Council has recently been formed as a division of the Association and an annual Packaging Conference and Exposition have been developed to a point of outstanding significance in the fields of business devoted to distribution.

In recent years Mr. DONALD has written widely for the business and technical press, has spoken frequently before national and international business groups, and has been referred to in personality sketches as "knowing more business executives than any other man in America." He is Editor-in-Chief of the 1750-page "Handbook of Business Administration," sponsored in 1931 by the American Management Association.

WILLIAM J. GRAHAM  
President

American Management Association

### **Comptrollers' Council Advisory Committee**

The Comptrollers' Council of the American Management Association has appointed an Advisory Committee consisting of 27 of the leading comptrollers of the United States, announced by Mr. C. H. CROCKER, Comptroller, Worthington Pump and Machinery Corporation and Vice President of the American Management Association in Charge of the Comptrollers' Council.

The members of the Advisory Committee include:

GEORGE M. ARISMAN, *Comptroller*, Armstrong Cork Company

J. H. BLISS, *Comptroller*, Libby, McNeill & Libby

S. M. BROWN, *Comptroller*, Mohawk Carpet Mills, Inc.

J. M. CHAPLIN, *Comptroller*, Swift & Company

PHILIP F. CLAPP, *Comptroller*, H. A. Johnson Co.

C. H. CROCKER, *Comptroller*, Worthington Pump and Machinery Corporation; Chairman, Advisory Committee, Comptrollers' Council

ROBERT J. DAVIS, *Comptroller*, The Hills Brothers Company



T. W. DINLOCKER, *Comptroller*, S K F Industries, Inc.

F. J. FELL, JR., *Vice President and Comptroller*, Pennsylvania Railroad Company.

H. A. GIDNEY, *Comptroller*, Gulf Oil Corporation of Pennsylvania

G. C. HAISLIP, *Comptroller*, Nachman Spring-Filled Corporation

H. M. HUBBARD, *Comptroller*, Harris Seybold Potter Company.

WILLIAM R. HUBER, *Comptroller*, The Procter & Gamble Company

C. C. JARCHOW, *Comptroller*, American Steel Foundries

C. L. KINGSBURY, *Comptroller*, The American Rolling Mill Co.

H. D. MINICH, *Comptroller*, L. C. Smith & Corona Typewriters, Inc.

H. J. NOBLE, *Comptroller*, Taylor Instrument Companies

J. W. OLIVER, *Comptroller*, The Linen Thread Company

EARL D. PAGE, *Comptroller*, The Philadelphia and Reading Coal and Iron Company

W. S. PEDDIE, *Comptroller*, Minneapolis-Moline Power Implement Company

ROSCOE SEYBOLD, *Comptroller*, Westinghouse Electric & Manufacturing Company

B. G. SMITH, *Comptroller*, E. R. Squibb & Sons

E. O. SOMMER, *Comptroller*, Robert Gair Co.

ARTHUR SURKAMP, *Comptroller*, United States Rubber Company

A. E. WALFORD, *Comptroller*, Jas. A. Ogilvy's, Limited

A. L. WANNER, *Comptroller*, Belden Manufacturing Company

S. L. WHITESTONE, *Comptroller*, General Electric Company

### Schedule of Conferences, 1932-33

The Executive Committee announces the following schedule of conferences for the 1932-1933 season:

1. Comptrollers' Council Conference, New York City, about the third week in October, two days including a half day's business session and possibly a half day of round table discussions.
2. Industrial Marketing Conference, Pittsburgh, third week in November, two days including two half days of round table discussions.
3. Public Relations Conference, Chicago, last week of January, one day.
4. Personnel Conference, Chicago, last week of January, two days, one of which is to be devoted to round table discussions or to executive personnel problems.
5. Office Management Conference, Chicago, last week of January, one day.

6. Consumer Marketing Conference, New York City, of March 6, one day.

7. Packaging Exposition, New York City, April 10.

8. Packaging Conference, New York City, April 10.

The Packaging Conference sessions and a number of after sessions conducted by various trade associations.

9. Job Order Production Conference, Chicago, April, one day.

10. Mass Production Division Conference, Chicago, April, one day.

11. Financial Conference, Chicago, April, one day.

12. General Management Conference, Chicago, April, one day.

13. Insurance Conference, Chicago, April, one day.

This provides for six separate day sessions for each division of the Association, the Industrial Marketing Council, the Industrial Marketing Division. Each of these three divisions will have a meeting.

### Wolf Package

The list of eleven honorary packages given to companies in the Irwin D. Wolf Package announced in the April issue of the magazine is incomplete. It should have included the Dauch Paper Company with its Corrugated Box for Factory, R. H. Macy & Co., Inc. for its apology to The Hinde & I for this omission.

### New Members

The following have joined the Association November 20, 1931:

#### Companies

##### Class D

The Columbia Mills, Inc.

##### Limited

H. R. Bliss Company, Inc.  
Consolidated Packaging Machinery  
Perfumer Publishing Co.

##### From Other Countries

A. Basil Blake—England.  
D. C. Kidd (General Foods, Ltd.)  
Kirkoskar Brothers, Ltd.—India  
Harris Lebus—England.  
William E. Tomlins, Public Accountant—England.

#### Individuals

One hundred twenty-three individuals have joined the Association since November 1931.

Conference, New York City, week  
 , New York City, March 7, 8, 9,  
 e, New York City, March 7, 8, 9  
 erence will include four morning  
 of afternoon group meetings con-  
 de associations.  
 n Conference, Cleveland, early in  
 sion Conference, Cleveland, early  
 Chicago, May, one day.  
 Conference, Chicago, May, one  
 Chicago, May, two days.  
 eparate conferences allowing one  
 ivision except the Comptrollers'  
 rketing Division and the Person-  
 hese three will have a two-day

## Package Awards

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 Packaging Competition, as an-  
 ssue of the *News Letter*, was  
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 Factory Prepacking used by  
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 le & Dauch Paper Company

## Members

joined the Association since

## Company

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 Machinery Corporation.  
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 oods, Ltd.)—Canada.  
 —India.  
 ublic Accountant—Australia.

## Individual

ty-three individual members  
 ociation since November 20,

# Extra Copies of Publications Available

## to Members Only

### on

## Consumer Marketing

- ☐ The Machine Age—Its Effects Upon Channels of Distribution—C. M. 7..... \$ .75  
 By JOHN SULLIVAN, Marketing Staff, American Management Association.
- ☐ The Machine Age—Its Effect on the Consumer—C. M. 8 ..... .75  
 By DR. J. W. HAYES, Research Director, Crowell Publishing Company.
- ☐ The Machine Age and Consumer Marketing—C. M. 9 ..... .75  
 By IRWIN D. WOLF, Secretary, Kaufmann Department Stores, Inc.
- ☐ Profitable Packaging—C. M. 10..... 1.00  
 By BEN NASH, KATHARINE FISHER, ARTHUR S. ALLEN, WROE ALDERSON, B. B. AIKEN and FRANCIS CHILSON.
- ☐ The Machine Age—Its Effects on Sales Policies and Organization—C. M. 11..... .75  
 By A. T. KEARNEY, Partner, James O. McKinsey and Company.

## Job Order Production

- ☐ Anticipating the Effect of Changes in Merchandising and Marketing on Production—J. O. P. 1.. \$ .75  
 By CARLE M. BIGELOW, President, Bigelow, Kent, Willard & Co., Inc.
- ☐ Future of Mechanization in Production Management—J. O. P. 2..... .75  
 By K. H. CONDIT, Editor and Publishing Director, American Machinist and Product Engineering.
- ☐ Organizing for Change in Production and Machinery Methods—J. O. P. 3..... .75  
 By M. S. SMITH, Vice President, and B. M. SAYRE, Works Manager, Carrier Manufacturing Corporation.
- ☐ Practical Packing & Shipping—J. O. P. 4..... 1.00  
 By C. E. ALLEN, C. A. PLASKETT, DR. LEWIS C. SORRELL, DON L. QUINN, R. L. BEACH and HARRY G. WILLIAMS.
- ☐ Estimating the Labor Outlook—J. O. P. 5..... .75  
 By DR. WILLIAM M. LEISERSON, Professor of Economics, Antioch College.

## Personnel

- ☐ Personnel Management—An Appraisal—Pers. 14. \$1.00  
 By R. W. STONE, Professor of Industrial Relations, University of Chicago.

## Office Management

- ☐ Recent Office Economies—O. M. 56..... \$1.00  
 By H. V. BROWNE, Manager, Office Standards Department, B. F. Goodrich Company.
- ☐ Organizing Office Executive Relationships for Cost Reduction—O. M. 57..... 1.00  
 By COOKE LEWIS, Vice President, Liberty Mutual Insurance Company.

## General Management

- ☐ Executive Bonuses in the American Rolling Mill Company—G. M. 101..... \$ .75  
By S. R. RECTANUS.
- ☐ Employee Training in the Northern Indiana Public Service Co.—G. M. 102..... .75  
By MORSE DELLPLAIN, Vice President.
- ☐ Some of the Conditions Which Are Bringing Forth Mergers—G. M. 103..... .75  
By O. W. VISSCHER, Editor, La Salle Extension Bulletin, La Salle Extension University.
- ☐ Business Research in the Pittsburgh Railways Company—G. M. 105..... 1.00  
By C. W. WILSON, Manager, Research Department.

## Mass Production

- ☐ Production Planning and Control for the Mass Production Plant—M. P. 1..... \$1.50  
By a group from The National Cash Register Company, under the direction of R. F. WHISLER, Head, Standards Department.
- ☐ Translating the Long Range Plans into a Shop Program—M. P. 2 ..... .75  
By G. M. FULLARTON, Assistant Superintendent of Manufacturing Planning, Hawthorne Works, Western Electric Company.
- ☐ The Contributions of the Shop Methods Man to Long-Term Planning—M. P. 3..... .75  
By T. G. GRAHAM, Vice President, The B. F. Goodrich Company.
- ☐ Production Planning and Control for the Job Order Plant—M. P. 4..... 1.50  
By MYRON A. LEE, Industrial Engineer, Gleason Works; Head of the Department of Industrial Engineering, College of Engineering, Cornell University, and LLOYD C. PATCHIN, Head, Time Study Department, Gleason Works.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%  
Company members may deduct 50%  
and there are additional discounts  
for quantities 25-100, 101-250, etc.

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## AMERICAN MANAGEMENT ASSOCIATION

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